

## **“Consuming Passions: Conscious and Unconscious Influences on Voting and Consumer Behavior”**

Dual-processing models of decision making increasingly stress the role of both conscious (explicit) and unconscious (implicit) processes in all domains of psychologically functioning. This talk focuses on voting and consumer behavior, and uses both survey and experimental methods to show how an understanding of unconscious priming has real-world applications to both voter behavior and consumer behavior. The talk will use the extraordinary drop in public approval of President Obama over the last year as a case example of poor branding, where the White House assumed an 18<sup>th</sup> Century/1960s cognitive psychology model of conscious, rational decision making. A more contemporary understanding of neural networks suggests both a very different approach to talking with voters and new methods of both marketing products to consumers and measuring their unconscious impact.